




Phase of journey	REGISTRATION			ONBOARDING				FIRST SESSION		
<b>Actions</b> What does the customer do? What information do they look for? What is their context?	Connect their google account and phone number	Confirm and use the free trail	Choose the plan and pay	Can view the home page	Can view the trail session video for better understanding	Add, update or change the profile pic and user bio	Clicks on learn more to go through the guidelines	Scanning the image	Entering the details for getting the measurement for recommended fertilizers	Can refer to the blogs and can give review about the overall process
<b>Touchpoint</b> What part of the service do they interact with?	E-mail or SMS	Free trail landing page for once	Payment page	Step-by-step guidelines page	User account settings	Help centres materials	Landing on video page for viewing trail session	Opens camera	Landing on disease prediction page	Reviews and other contact related settings
<b>Customer Thought</b> What is the customer thinking?	The registration process is done quickly and easily	I can use the free trail for a particular period	Easy way to choose a plan and the a secured payment options	The guidelines are easily understandable	Comfortable to remove or modify the details mentioned in the profile	Trail session gives crystal clearance about the overall process	Why there are so many pop ups?	It is very convenient to scan the image	Providing the estimated amount of the recommended fertilizers	Makes a satisfactory services and can make direct contact with the observer
<b>Customer Feeling</b> What is the customer feeling?										
Backstage										
<b>Opportunities</b> What could we improve or introduce?	Can give some more extend of trail period	Break the registration and payment process into stages for effective and individualize the process!	Can give access to some more languages for better understand	Review the pop ups	Its foremost better to introduce the NPS system for help centre	Make sure it has a call to action and freshen the content regularly	Even more clear recognition of an image	Make a rapid interactions with the observer	Can give some suggestions, for using the fertilizers for common disease	